

BEP: Making Use of WhatsApp

GPE-BEP

Balochistan



Good Governance in Education through Communication and Networking Tools

WhatsApp in Pakistan

Pakistan is among the world's top countries with more than 70% tele-density and the country has witnessed exponential boom in wireless broadband technology after the launch of 3G and 4G services by various telecom operators in 2015. The country also boasts of having one of the most powerful telecom infrastructure in the world apart from other broadband internet service providers.

BEP & WhatsApp

Given the huge number of people using smartphones and on-the-go internet, Balochistan Education Project seized the opportunity to take full advantage of this technology by utilizing social media like Facebook and communication tools like WhatsApp to communicate with people, employees and government counterparts in an innovative way. BEP has created more than 10 different WhatsApp groups, ranging from regional teams, staff safety and security related group to a group that comprises of the highest authorities in Education including Secretary Education who is the senior-most official of the department. These groups also comprise of regional groups of the project teams working in far flung districts of the province that will otherwise take at least two days to travel from one end to the other by road. All of these groups are used for sharing updates, real-time reports, issues and decisions related to ongoing activities in the districts.

In short, BEP takes to WhatsApp for any quick fixes.

Why WhatsApp Communication?

The groups on WhatsApp has made it an appealing option for communication between organizations, employees and their target audiences. WhatsApp increases the speed in which messages are communicated and that the app has become indispensable for various development agencies working with community and governments. Some of the key uses of WhatsApp communication are:

- WhatsApp reaches people in all age groups for communicating with individual and groups
- WhatsApp enables versatile use of multimedia messages like text, video, pictures, audio etc.
- WhatsApp is a simple, fast tool of communication, information sharing & coordination
- WhatsApp enables in-chat referencing, chat backup and replies to specific messages
- WhatsApp is cost-effective, easy, quick and promises great mobility

BEP WhatsApp Groups

BEP has created many WhatsApp Groups like:

1. GPE-BEP Main group, Sections' groups, Security group & Regional groups for all 7 Regions
2. Secondary Education Department group
3. Performance Management Cell Group
4. Real Time School Monitoring group

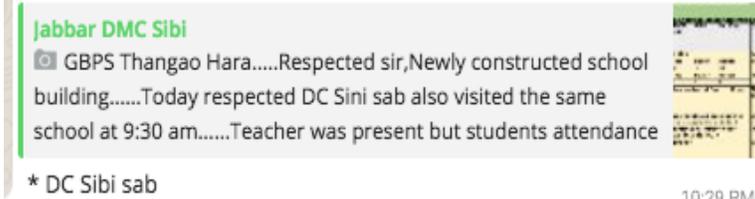
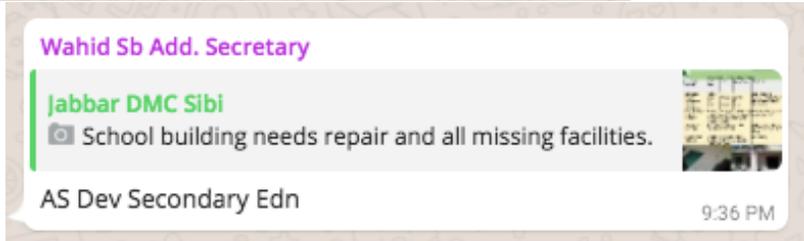
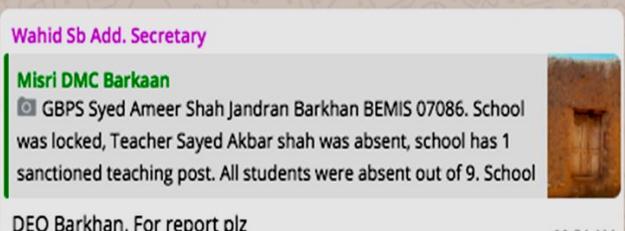
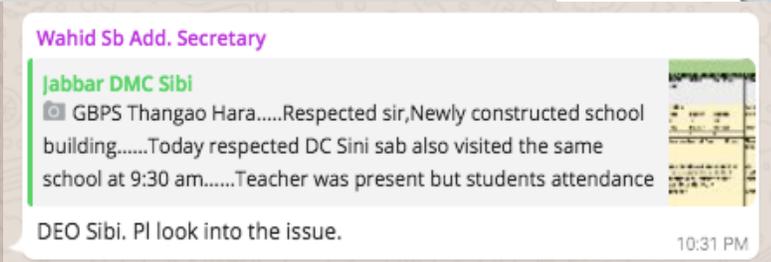
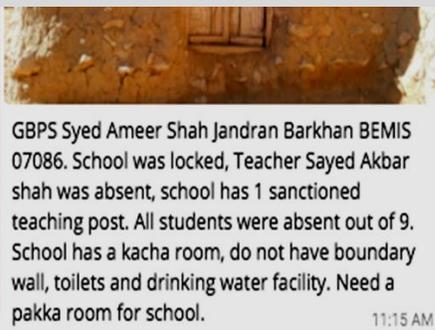
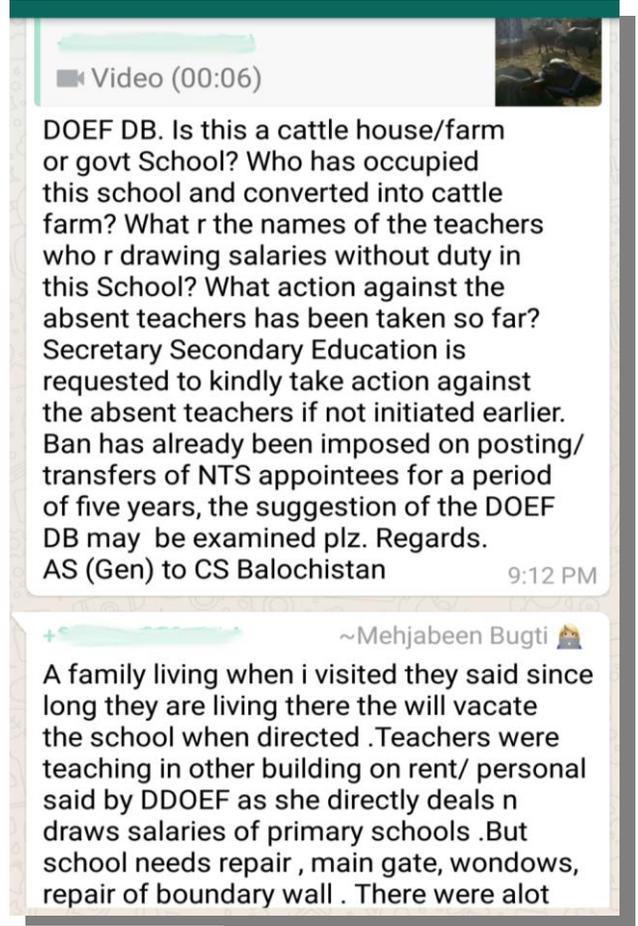
BEP concerned staff are active members of various Civil Society groups where our staff monitor chats for any education related issues and arising needs.

Secondary Edn. Dept. Group: An Example

Secondary Education Department, Government of Balochistan started a WhatsApp Group named as "Secondary Edn. Dept: GoB". All District Education Officers, Deputy Commissioners, NGO partners, activists, department leads etc. are members of the group. The group has turned out to be so effective that there are myriad examples of quick fixes by the group which could be otherwise impossible to accomplish instantly in the old traditional set up. Detailed discussions on the group have resulted in functionalizing various schools, reprimanding absconding teachers, sharing notifications, press releases and providing school supplies when highlighted in the group by any member. Likewise, Real Time School Monitoring data and various activity pictures are regularly shared on the group for updates. The group has also served the purpose of eliminating the gap between education related organizations, community, decision makers and hence resulting in avoiding duplication. The group has also served as an excellent tool of advocating for improved policies for the education. It is as if all the members are constantly sitting in a single room working together for improving education; amazing isn't it? The decisions made through this particular WhatsApp Group are numerous with far reaching impact on day to day delivery of the education but let's see a few examples and screen shots of some decisions made through this group that would otherwise take months to resolve.

"This innovative use of WhatsApp by BEP is very smart and unprecedented in the history of Balochistan. This form of communication has proved to be a game changer and very effective in terms of real change in Education. It's both fun and easy to be installed on any mobile device. The set up is also used to affect healthy change and communicate project results."

Asfand Yar Khan. Program Director BEP



Today Monitoring Associate, Mr. Himayatullah was not allowed by Head teacher for RTSM. Head Teacher asked today's Permission letter for Visiting this School although RTSM team showed him the official letter Given By DEO to cooperate with RTSM Team but he refused to accept that and was insisting for today's permissions letter to Visit this School.
* therefore School was not Monitored.
NAME of School GBHS Mullahzi Mullah
BMIS Code 02469 Head Teacher

Today Monitoring Associate, Mr. Himayatullah was not allowed by Head teacher for RTSM. Head Teacher asked today's

Deputy Commissioner and DEO Kharan requested to take appropriate action.

9:50 PM

Today Monitoring Associate, Mr. Himayatullah was not allowed by Head teacher for RTSM. Head Teacher asked today's

Initiate action against the headmaster

Secondary Edn: Dept: G...
Adnan, Afnan, Afzal, Azeem, Sam

+92 300 3003332

Sir Secretary
Sir wahid

Its to inform yu that DEO Loralai is absent from the station for the last two weeks and is reportedly running his own private school in district pishin. He didnt even attend the DEG meeting which all gone in vain . He left station with the msg to his subordinate staff that since he is planning to get long leave for four months therefore he wudnt be at station during the time without even informing me.

The situation of schools here in district loralai is pathetic as we all know but the DEO doesnt care at all and take least interest into the affairs .

Plz look into the matter

11:03 PM

I saw him only once on 21st march , after that he left station and never came back . Reportedly, even before i took charge, his interest towards his sector was disappointing

11:04 PM

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Sir Secretary
Sir wahid

Its to inform yu that DEO Loralai is abse...

Secretary Secondary Edn. Disciplinary proceedings may be initiated against the absentee please. DC Lri is requested to send a letter officially through fax by tomorrow to be addressed to the Secretary Secondary Edn with a copy to the Commissioner Zhob Division and the CS office please.

11:08 PM

+92 300 3003332

Secretary Secondary Edn. Disciplinary proceedings may be initiated against the absentee please. DC Lri is requested

Sure Sir

11:09 PM

